

# ... Let's Go

By LARRY MACARAY

"Lot number one. What am I bid?" This is the usual introduction to an art auction. More and more of them are being held today... not only here in the United States, but all over the world.

The world leader of art auction houses, Sotheby and Co. in London, recently gobbled up its competition, Parke-Bernet in New York. Parke-Bernet has always been somewhat a thorn in Sotheby's side.

The most dramatic (and highest priced) art auction ever held was at the Parke-Bernet Gallery when Rembrandt's "Aristotle" was purchased by the Metropolitan Museum for an unheard of sum of \$2,300,000.

FIFTY PAINTINGS by Wassily Kandinsky were auctioned off the early part of the summer at Sotheby's and brought considerably more than the estimated one million dollars. These fifty paintings ranged from early landscapes such as a 1906 Rapallo (Italian Riviera) to paintings executed shortly before his death in 1944.

The Guggenheim Museum (they own 193 of his paintings) decided to part with 50 of his canvases in order that his work could be spread around the world a little more. Many people in the art world opposed this "breaking up" of the unique collection... but to no avail.

I agree with the Guggenheim Museum. It's too difficult to find any number of Kandinskys outside of the Guggenheim, the museums in the USSR and the Stadische Galerie in Munich, Germany.

Luckily, we here in Southern California can go to the Pasadena Art Museum and see several of his paintings. Kandinsky's great claim to fame is that he is considered to be the "Father of non-objective art."

A REMBRANDT self-portrait was recently purchased by the Stuttgart Staatsgalerie for \$900,000. If you look at it this way... it was a real bargain compared to the price that the Metropolitan paid for the "Aristotle." Before concluding the deal, the Stuttgart museum secured certificates from five Rembrandt experts and had the canvas examined by several laboratories.

The spiral in value of art objects... particularly paintings, goes only one way... up, up and up. Another example of a recent purchase... the Berlin-Dahlem Museum in West Berlin purchased a small (about 16x24 inches) El Greco, "Mater Dolorosa" for \$275,000 from the art dealer Agnew and Sons. This museum has the largest collection of Rembrandts that I have ever seen... and yet this was their first El Greco.

Here's one that is hard to believe... The Metropolitan Museum in New York paid the record price of \$89,000 for a sheet of paper (6x8 inches) on which Raphael made two sketches. On one side is a red chalk drawing... a study of his "Madonna of the Meadow"... while on the other side is a pen and ink drawing representing a nude male figure.

NOT ALL ARTISTS' work will go up in value... and naturally up in price. The "Laguna type" seascape will remain quite stable in value because everybody who can hold a brush in Laguna manages to paint one.

The creative artist, however... will explore new fields and try to reach beyond the accepted field of knowledge... some will find new answers and others will find new problems. The market value still manages to depend on the law of supply and demand... but not as simply as that. The reputation must be built first... and the background needed

may be years in the making. Vic Smith's \$100 painting (1957) is now worth \$600... Doug MacFadden's \$275 painting (1960) is now worth \$700... Al Lecoque's \$300 painting (1962) is now worth \$600... and the list is endless... because Americans are finally realizing that "good art" always goes up in value.

## Telephone Figures Increase

phones in Southern California served by the General Telephone Company of California rose to 1,454,200 at the end of June, according to R. Parker Sullivan, president of the firm, in recounting the operating status of the California utility for the first six months of the year.

"The figure results from a gain of 63,460 telephones since the beginning of the year," he explained.

During the same period telephone plant in service reached a figure of over \$655,500,000, with an increase of \$36,300,000 for the first six months of the year.

TOTAL investment in telephone plant, Sullivan continued, including plant under construction, amounted to \$682,200,000.

"Major central office projects in Westminster and Covina, together with significant switchboard installations in Pomona and Huntington Beach, were a few of the noteworthy items contributing to the plant increase figures," Sullivan said.

"Replacement and reinforcement of existing facilities accounted largely for the remainder."

THE LARGEST bond sale in General Telephone Company of California's history was completed in June when \$35,000,000 principal amount of 4 1/2% First Mortgage Bonds, Series P, due June 1, 1994 were sold to underwriters.

Proceeds from the sale of bonds were used to retire outstanding short term loans which had previously been required for construction purposes.

Operating revenues for the first half of 1964 were nearly \$13,300,000 greater than for the same period last year. General Telephone Company of California is the largest independent telephone company in the U.S. and the largest single subsidiary of General Telephone & Electronics Corporation.



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## United Crusade Aids Catholic Organizations

The Catholic Welfare Bureau is one of twelve Catholic charity organizations which receive 80% of their support from the United Crusade campaign, a joint fund effort of the United Way and the Red Cross.

Harbor area chairman, Eileen Starkey, recruits parish chairmen to work with the campaign which had 95% Catholic participation last year.

Emergency help and short-term financial aid in a wide variety of situations are offered by the professionally trained staff of the Catholic Welfare Bureau.

IN ADDITION to aid in solving typical problems relating to delinquency or behavior problems at home or in school, Catholic Welfare is licensed by the state to grant permits to private homes for twenty-four-hour foster care for children whose natural homes have been temporarily disrupted by some tragedy such as mental illness or desertion.

## Hot Water Usage Up

Southland families surprisingly use more hot water in the summer than in the winter, according to Southern California and Southern Counties Gas Cos.

"As the weather gets warmer, people take more showers and baths, and homemakers do more washing as children spend more time playing outdoors," said F. L. Mattox, southwest division sales manager for the Southern California Gas Co.

Most people use about three gallons of hot water per minute while taking a shower, Mattox pointed out. During hot weather, he said, many members of the family take two showers a day.

## During Summer Months

all family needs, Mattox said. Southland dwellings are now according to the sales manager, about 99% of all heaters.

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